

# Upshift for Sports and Events Case Study



Hiring hourly staff for large venues doesn't need to be a hit or miss...

See how Upshift helps sports and events venues fill their shifts with predictability by replacing legacy staffing vendors and bringing in higher quality workers who show up and return!



We're backed by Recruit Holdings,  
the parent company of Glassdoor and Indeed.

glassdoor indeed®

Some of our partnering companies include



and venues including:



**Upshift partners with the country's leading sports and events venues** providing reliable, qualified staff through our innovative W2 Staffing platform.



**Workforce with a  
94%+ Show Up Rate**



**1000+ Partnering  
Clients**



**High Return Rates  
of Workers**

Upshift has a **presence in 30 metro locations** in the US and expanding quickly!



- Akron
- Atlanta
- Austin
- Baltimore
- Charlotte
- Cincinnati
- Cleveland
- Columbus
- Dallas
- Dayton
- Detroit
- Durham
- Houston
- Indianapolis
- Kansas City
- Oklahoma City
- Orlando
- Phoenix
- Pittsburgh
- Raleigh
- San Antonio
- St. Louis
- Tampa
- Washington
- Las Vegas
- Memphis
- Miami
- Minneapolis
- Nashville
- and more...

## Results at a glance

★★★★★ **4.8/5** rating

Average review given to Upshifters - our workers - by sports and events venues employers.

**465,664** hours worked

Total number of hours worked by Upshifters at sports and events properties.

**175** sports and events properties

The number of sports and events properties Upshift successfully delivered staff to by the end of 2021. We're growing quickly and expanding!

**84%** return rate

Aggregate Return Rate at the end of the 2021 at sports and events facilities. (84% of shifts were worked by someone who had already worked at that business before).



***Upshifters are the first on our schedule because we know we can count on them to report.***

**Patrick Casey - Human Resources Manager  
at Paul Brown Stadium**







**Qualified workforce with a show up rate of 94%+**  
 – more than double the industry average

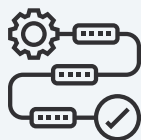
**What's our secret?**



### **We use new channels to find talent**

Thanks to technology, we can tap into a latent pool of labor entirely unavailable to temporary staffing agencies.

[Read more on page 9](#)



### **Applicants go through a strict vetting process**

Each applicant undergoes our two-part vetting process that consists of an online personality assesment and a face-to-face interview – only 12% of candidates become Upshifters.

[Read more on page 10](#)

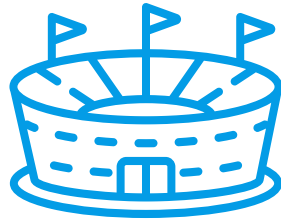


### **We use a 3-strike disciplinary policy and a review system**

This way, Upshifters are held to a higher standard and feel accountable to perform at their best.

[Read more on page 11](#)





# Sports and Events



**LoanDepot Park**

**Charlotte Motor Speedway**

**BBVA Arena**

**FTX Arena**

...and more!





# Individual Case Studies – Aramark – Paul Brown Stadium



in partnership with



## Paul Brown Stadium

★★★★★ 5/5

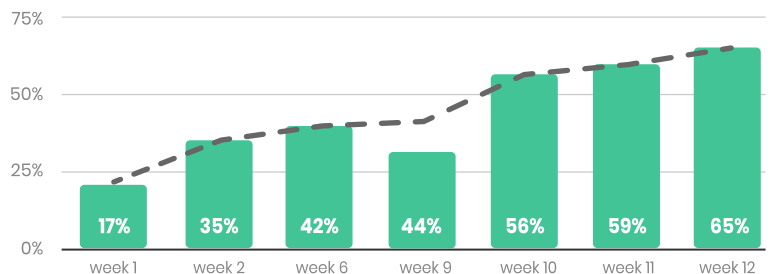
Average review given by Aramark managers to Upshifters – our workers.

**2,280** hours worked

Total number of hours worked by Upshifters at this Aramark property in 2021.

**65%** return rate\*

\*Return rate achieved after 13 weeks of service. Return Rate of 100% means that 100% of shifts were worked by Upshifters who had already worked at that business before.



Positions filled: Bartenders Stand Attendants

**“ They[Upshifters] are the first on our schedule because we know we can count on them to report.**

*We appreciate all Upshift has and continues to do for us. Because we have had such great report rates from Upshift, we try to utilize your employees first to fill our needs and to my knowledge have not sent any Upshifter home without cause. They are the first on our schedule because we know we can count on them to report.”*

**Patrick Casey – Human Resources Manager at Paul Brown Stadium**



# Individual Case Studies – Aramark – Rocket Mortgage FieldHouse



in partnership with



★★★★★ 5/5

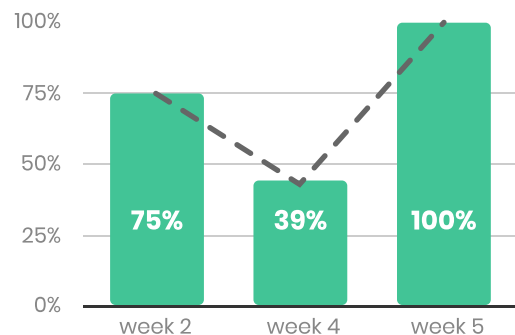
Average review given by Aramark managers to Upshifters – our workers.

**11,056** hours worked

Total number of hours worked by Aramark at this Compass property in 2021.

**100%** return rate\*

\*Return rate achieved after 5 weeks of service. Return Rate of 100% means that 100% of shifts were worked by Upshifters who had already worked at that business before.



Positions filled:



Cooks



Bartenders



Stand Attendants



Dishwashers

**“ Overall, a much better agency to work with when compared to similar companies.**

*Req's are easy to submit, status of reqs are easily viewed in real time allowing for changes if needed, staff may not always be at the same level of experience, but have been eager to learn, all staff have been professional and respectful. Overall, a much better agency to work with when compared to similar companies.*

**Georgette Elias – Scheduling & Administrative Support  
Associate at Rocket Mortgage FieldHouse**





# Individual Case Studies – Levy Restaurants – LoanDepot Park



in partnership with

*Levy Restaurants*



## LoanDepot Park

★★★★★ **5/5**

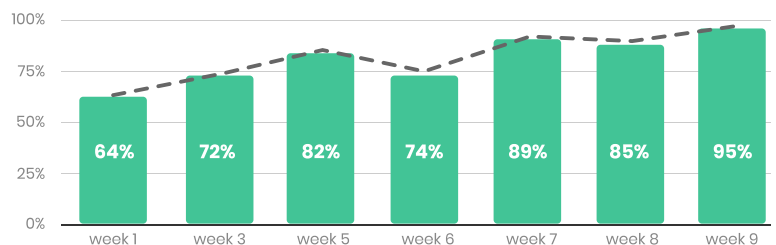
Average review given by Compass Group managers to Upshifters – our workers.

**14,760** hours worked

Total number of hours worked by Upshifters at this Compass Group property in 2021.

**95%** return rate\*

\*Return rate achieved after 9 weeks of service. Return Rate of 100% means that 100% of shifts were worked by Upshifters who had already worked at that business before.



Positions filled: Cooks Bartenders Cashiers Servers Greeters



### Upshifter profile – Comfort O.

Comfort has worked more than 125 hours at LoanDepot Park with overall 5-star rating.

Her favorite thing about working at LoanDepot Park is connecting to customers while also watching the game and enjoying the atmosphere together.

***...the staff is lovely, helpful and willing to work.***

*Thank you very much for all your assistance with filling our temp positions, it's extremely helpful.*

*The staff is lovely, helpful and willing to work.*

**Gisela Moreno | Director of Human Resources at LoanDepot Park**



# Individual Case Studies – Levy Restaurants – Western & Southern Open



UPSHIFT

in partnership with

Levy Restaurants



## Western & Southern Open

★★★★★ 5/5

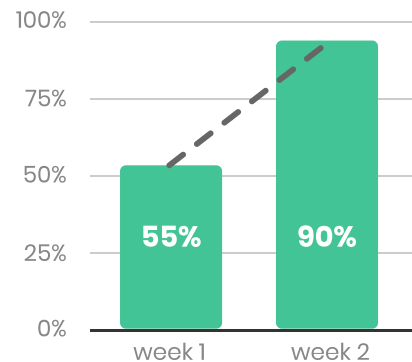
Average review given by Compass Group managers to Upshifters – our workers.

**680** hours worked

Total number of hours worked by Upshifters at this Compass Group property in 2021.

**90%** return rate\*

\*Return rate achieved after 2 weeks of service. Return Rate of 100% means that 100% of shifts were worked by Upshifters who had already worked at that business before.



Positions filled:



Cooks



Player Dining



Kitchen stewards

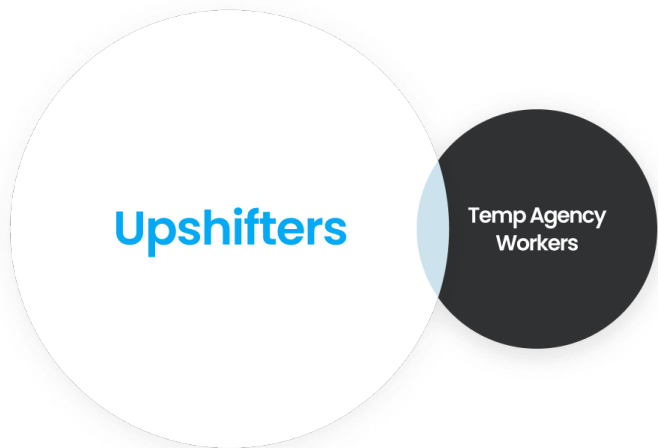
*As a host of a huge tennis tournament, the company needed Cooks and Specialized Servers to serve food to players. Upshift has delivered high quality staff for each day of the Western and Southern Open, including many returning workers who were willing to work overtime to meet their needs of long days in the tournament.*





## We use new channels to find talent

Thanks to technology, we can tap into a latent pool of labor entirely unavailable to temporary staffing agencies.

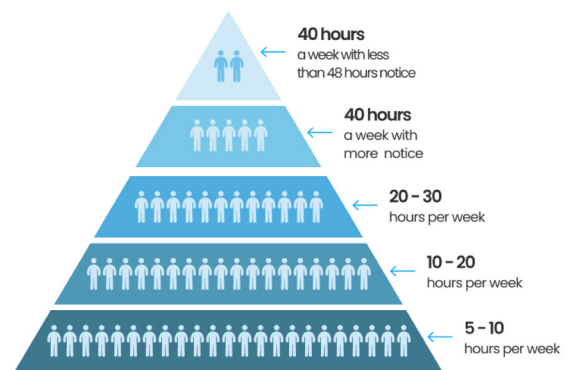


**The temporary staffing agency model is broken.** Staffing agencies only target people who are ready to work full time on short notice – **a very narrow segment of the total potential labor pool.**



**Upshift accesses a more diverse group of workers,** such as those who are already employed and those who wouldn't turn to a traditional staffing agency for work.

There are over 70,000 Upshifters in the United States today with more joining every week.



Because Upshift offers flexible work, we access all tiers of the pyramid



# What is our vetting process

**Unlike temp staffing agencies, Upshift doesn't hire just anyone who is willing to work. We use a more selective hiring process to ensure high-quality and reliable workers.**

Each applicant undergoes our two-part vetting process that consists of an **online personality assessment and a face-to-face interview** – only 12% of candidates are ultimately accepted as Upshifters.



## Part 1: **Personality Test – 65% Pass This Stage**

Any prospective Upshifter must pass **a comprehensive personality assessment** in order to be accepted. This assessment tests for work ethic, reliability, responsibility, ability to work with others, and morality.

## Part 2: **In-Person Interview & Orientation – 12% Pass This Stage**

Everyone who passes the personality assessment is invited to an onboarding session at one of our offices. We have at least one office in every city we operate in.

Our **higher quality workers** and **proven success rates** lead to higher customer satisfaction, higher productivity, and better forecasting for your future staffing needs – resulting in an overall reduction in labor costs.





# What are our disciplinary policies

Maintaining accountability is impossible for traditional staffing agencies because recruiters never want to fire someone and lose future commissions.

**Our goal is to hire the best people and keep them great by holding them to**



**Nina Smith**

ninasmith@mail.com

Hours worked: 58.45



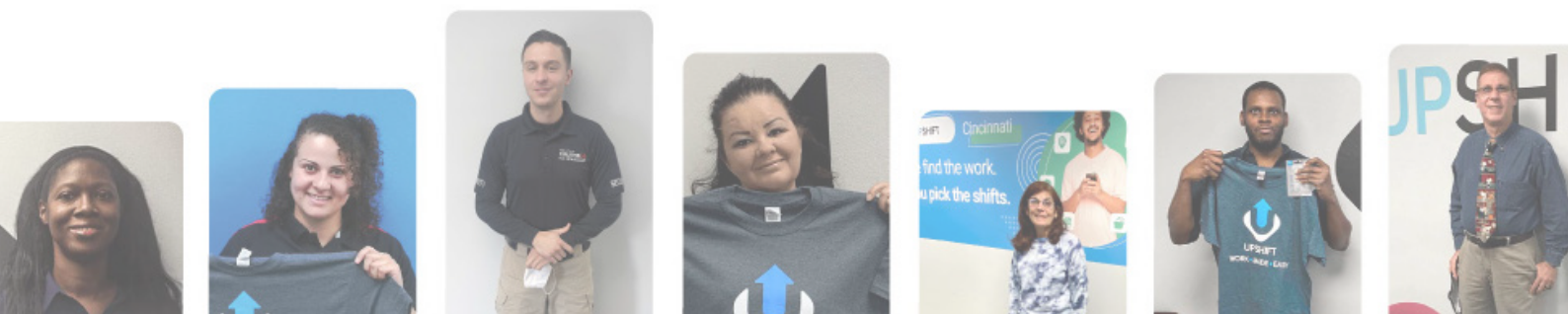
**Thanks to our 3-strike disciplinary policy and a review system, our workers feel accountable to perform at their best.**

**UpshifTERS receive 1 strike for canceling shifts, tardiness, and other minor offenses.**

A serious offense such as a No-Call, No-Show results in 3 strikes. Receiving 3 strikes results in a lifetime ban from Upshift.

**UpshifTERS feel accountable – they make sure to take our rules seriously, as they do not want to lose access to the platform through a permanent suspension.**

You have the ability to review UpshifTERS after every shift they work. This encourages them to continue performing at their best, as they know their rating is a major factor in getting accepted for shifts.



# Ready to start hiring reliable staff for your shifts?

Email your representative  
or sign up on our website:  
[www.upshift.work/for-business](http://www.upshift.work/for-business)



“ *... the staff is lovely, helpful and willing to work.* ”

Gisela Moreno – Director of Human Resources at LoanDepot Park

After signing up and going through our onboarding process you will be assigned a **dedicated account manager**, and our **customer success team** will be there every step of the way.

## Our results speak for themselves

★★★★★ 4.8/5 rating

Average review given to Upshifters – our workers – by sports and events venues employers

349,968 hours worked

Total number of hours worked by Upshifters at sports and events properties

175 sports and events properties

The number of sports and events properties Upshift successfully delivered staff to by the end of 2021. We're growing quickly and expanding!

84% return rate

Aggregate Return Rate at the end of the 2021 at sports and events venues. (84% of shifts were worked by someone who had already worked at that business before).

